



**SERVICE QUALITY AND THE IMPACT ON BRAND IMAGE OF BUDGET
HOTELS IN MELAKA, MALAYSIA**

**MUHAMMAD HASBULLAH HANIF BIN TAJUDDIN
2013369375**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
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I, Muhammad Hasbullah Hanif Bin Tajuddin, (I/C Number: 920407 – 04 – 5019)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

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LETTER OF TRANSMITTAL

11 December 2015

**The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
75300 MELAKA**

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Enclosed here is the project paper titled “*SERVICE QUALITY AND THE IMPACT OF BRAND IMAGE TOWARDS BUDGET HOTELS IN MELAKA*” to fulfil the requirement as needed by the Faculty of Business Management Universiti Teknologi MARA.

Thank you

Sincerely,

Hasbullah Hanif

Muhammad Hasbullah Hanif Bin Tajuddin
Bachelor of Business Administration (Hons) Marketing
2013369375

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ABSTARCT

The recent development of a service quality dimensions provide a mechanism for hotel industry (budget hotel) to promote their accommodation. This quality dimensions concept known as SERVQUAL. They offers an approach to measured service quality of budget hotel and build relationship brand image of companies. Despite its remarkable opportunities claimed by many quarters, the perception of brand image towards budget hotels must be comprehensively examined. This research analyzed the perception of brand image of budget hotel based on service quality namely (tangible, reliability, responsiveness, assurance and empathy). The dimension of service quality to understand its role between service qualities toward brand image of budget hotels. The sample random sampling was used to obtain responses from guest of budget hotels in Melaka Tengah. Result revealed that all independent variable (tangible, reliability, responsiveness, assurance and empathy) was significant relationship with dependent variable (brand image). This research is used descriptive analysis, pearson correlation and simple linear regression to make an analysis of four objectives stated in this study.